

ABSTRACT

An electronic programming guide (EPG) system employing a preference engine and processing system that combines explicit rule profile, history profile, and feedback profile data to generate new predictions. Television shows are presumed to be indexed by many features. These features are extracted and counted for TV shows watched (implicit profile), and for TV shows rated by the viewer (feedback profile). These profiles are straightforward to combine with suitably greater weight being given to the feedback information. In addition, explicit profiles can make recommendations that stand alone or may be used to modify recommendations arising from either of the two sources. The modifications may take the form of additive or multiplicative changes to the existing recommendations or some other suitable mathematical form.